

**JEFFERSON-SHELBY RECRUITMENT CAMPAIGN**



**Q1.** Is this a new procurement, or a rebid on an existing project?

**R1. This is a new procurement.**

**Q2.** If it is a rebid, why is the department rebidding? Who is the current vendor, and are they eligible for the rebid?

**R2. This is not a rebid. No vendor is currently serving in this capacity.**

**Q3.** Does the department have examples of advertising and marketing materials used in previous versions of this campaign? If so, can they be made available for review?

**R3. No.**

**Q4.** Does the department data on outcomes for previous campaigns?

**R4. No.**

**Q5.** What is the expected budget for the proposed project? Does this budget include media buys?

**R5. There is no budget ceiling; however, proposed costs must not be exorbitant.**

**Q6.** What are the intended outcomes for the proposed project (numbers of social workers recruited, numbers of new foster parents, etc.)?

**R6. It is the Department's expectation that the campaign will yield a vast number of qualified individuals for both areas. Approximately 9,000 social workers and 3,000 foster homes are needed.**

**Q7.** With regard to new social workers to be targeted in the campaign, what are the minimum requirements for the position?

**R7. Individuals must at minimum possess a Bachelor's Degree in Social Work from a social work program accredited by the Council on Social Work Education.**

**Q8.** Are the social workers to be recruited going to specialize in placement services, or will they cover a mixed caseload?

**R8. They will cover a mixed caseload.**

**Q9.** Do you have available data on the recruitment and retention rates of foster parents that you can share?

**R9. No data is available.**

**JEFFERSON-SHELBY RECRUITMENT CAMPAIGN**



**Q10.** Can you share demographic data on the children in care with the most urgent need for homes in Shelby and Jefferson Counties?

**R10. The need is urgent for all children in care. These children have differing and complex needs and come from diverse backgrounds and situations.**

**Q11.** Regarding *Section 4.1 Completeness of Proposals, page 16*, will bidders be able to submit work samples as part of the proposal or will those be needed in the presentation phase only?

**R11. Vendors may submit work samples as part of their proposals. Work samples should be included as attachments.**

**Q12.** Regarding the budget referenced in *Section 5: Cost Proposal, page 21*, is there a budget that bidders can work within, particularly for media

**R12. Refer to R5.**

**Q13.** What are the specific programs in the Department most in need of increased community awareness?

**R13. Foster Care.**

**Q14.** What are the specific programs in the Department most in need of social worker recruitment?

**R14. Social workers are needed in all program areas.**

**Q15.** Section 4.2.5.2 VENDOR FINANCIAL STABILITY, Page 18: Do our financial statements need to be in the same format as the other sections of the response? (For example: Times New Roman, single-spaced, etc.)

**R15. No. Reports/audits may be included as attachments in the format that is currently available.**

**Q16.** Section 4.2 PROPOSAL FORMAT, Page 16: Are there sample responses that we can look at to make sure we are formatting our document correctly?

**R16. Yes, for formatting purposes, proposals may be reviewed from other projects.**

**Q17.** Section 4.2.5.1 Legal Status Form, Page 19: Could you explain further what the "Legal Status" form is? Is it the same as the "Disclosure Statement?"

**R17. The Legal Status form is issued by the IRS and includes your business type and FEIN. It is not the same as the Disclosure Statement.**

**Q18.** Do you have an overall budget for this project?

**R18. Refer to R5.**

**JEFFERSON-SHELBY RECRUITMENT CAMPAIGN**



**Q19.** (Page 13, 2.11.5) Does this include concepts/creative for all agencies NOT chose?

**R19. Yes.**

**Q20.** (Page 15, Overview) Does this RFP include Creative, Production and Paid Media? If so, do you have a separate budget for Paid Media and will the winning agency place the paid media and receive agency commission?

**R20. Yes. Refer to R5.**

**Q21.** (Page 18, 4.2.5.3.2) Is there a budget for research to determine target population?

**R21. Refer to R5.**

**Q22.** The word "social" is used several times – "social marketing strategy", "social marketing media campaign". What exactly is meant by "social"?

**R22. Social means, of or pertaining to a community.**

**Q23.** By "foster care homes" are you referring to couples/families/individuals who would become foster parents or are you referring to group foster homes?

**R23. Vendors must refer to the Alabama Minimum Standards for Foster Family Homes, which is available for viewing or downloading at [www.dhr.state.al.us](http://www.dhr.state.al.us). Click on the Foster Care link under Quick Links for the Minimum Standards and additional Foster Care information.**

**Q24.** What is the demographic profile of the social worker you wish to target?

**R24. Individuals must possess a Bachelor's and/or a Master's Degree in Social Work from a social work program accredited by the Council on Social Work Education.**

**Q25.** What is the typical demographic profile of the person associated with a foster care home?

**R25. Refer to R23.**

**Q26.** How do you typically recruit social workers to work for the DHR?

**R26. Career Fairs, Newspaper/Journal Ads, On-line Ads, Social Work Programs.**

**Q27.** How do you typically recruit foster care homes?

**R27. Newspaper/Journal Ads, On-line Ads, Foster Parent alliances, and contracted services.**

**Q28.** How many social workers currently work for the DHR?

**JEFFERSON-SHELBY RECRUITMENT CAMPAIGN**



**R28. 710.**

**Q29.** How many social workers do you wish to recruit?

**R.29. 9,000.**

**Q30.** How many foster care homes do you have?

**R30. There are approximately 300 foster care homes in the Jefferson/Shelby county area.**

**Q31.** How many foster care homes do you wish to add?

**R31. 1,000.**

**Q32.** Can you explain the Target Audience sentence (4.2.5.3.2)?

**R.32. The target audience would include individuals who meet the requirements to become social workers and foster parents.**